III REMARKS

Claim Rejections-35 USC 103

Claims 2-6 were rejected under 35 USC 103 as unpatentable over <u>Boyd</u> 6,112,238 in view of the <u>Dolinar article</u>, <u>Blake</u> 5,752,264, and <u>Streit</u> 5,774,824.

Claim 8 was rejected under 35 USC 103 as unpatentable over <u>Boyd</u> 6,112,238 in view of <u>Davis</u> 6,269,361 and the <u>Web Trends article</u>.

Claims 9-20 were rejected under 35 USC 103 as unpatentable over <u>Boyd</u> 6,112,238 in view of the <u>Dolinar article</u> and <u>Streit</u> 5,774,824.

Summary of Arguments for Patentability

35 U.S.C. 103 states:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that *the subject matter as a whole would have been obvious at the time the invention was made* to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

The statute is clear that the subject matter "as a whole" must be considered.

<u>Boyd</u> discloses a method for analyzing traffic on the Internet. <u>Dolinar</u> discloses a graphical information system (GIS) in which each record is attached to a location on a map.

Address information is translated into coordinates of latitude and longitude and then plotted as "data points" on a map. Blake discloses a memory accessing structure in a multi-processor system using two intermediate cache levels, L1 and L2, between the CPU and the main memory. Davis discloses method for enabling information providers using the Internet to influence a position for a search listing within a search result list generated by an Internet search engine. Web Trends discloses software for reporting on websites in real-time. Streit discloses a vehicle navigation system, which plots the location of the vehicle (via GPS) on a map, in real-time.

Viewed together as a whole combination the six references cited by the Examiner disclose a method for analyzing traffic on the Internet (Boyd) in which a graphical information system (GIS) in which each record generated by the traffic analysis of Boyd is attached to a location on a map (Dolinar). The address information is translated into coordinates of latitude and longitude and then plotted as "data points" on a map (Dolinar), and the operation is speeded up by storing data in two caches by a memory accessing structure in a multi-processor system using two intermediate cache levels, L1 and L2, between the CPU and the main memory (Blake) to save time by reducing the access required to the memory bus (of Boyd). If a GPS location becomes known then that location can also be plotted on a map (Streit). However applicant's invention does not have access to an Internet users GPS location. Davis will influence a position for a search listing within a search result list generated by an Internet search engine, if so desired.

In contradistinction, applicant's invention relates to a method of displaying, in real-time, as a map and a series of graphs on a web page, information about visitors to web pages on the Internet, or viewers of streaming video, for the purpose of monitoring, in real-time, the geographical distribution of visitors viewing particular advertisements in cyberspace placed on web pages by a particular advertiser.

The references taken alone or combined do not disclose or suggest separating collected data into per site and per advertiser data sets and processing a data subset to display, in real-time on a web page, indicia on a map, the indicia being located on the map according to geographical locations of Internet visitors.

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Detailed Argument for Patentability

The detailed arguments presented in the previous responses by applicant, including the objections to the use of "official notice" are incorporated herein by reference.

None of the references disclose or suggest applicant's claimed invention "as a whole" because combined they do not disclose nor suggest <u>all</u> of necessary elements of the claimed combination. Each of the claims are set forth below with reference to what the prior art does and does not teach:

2. For use with the Internet, a system comprising:

A communication network connected to the Internet;

Boyd and Davis disclose an Internet connection.

Dolinar, Blake, and Streit do not disclose an Internet connection.

An ad server;

Boyd discloses a server 10 but not an ad server.

Davis discloses an ad server 14.

Dolinar, Blake, and Streit do not disclose a server.

An information provider; and

Boyd, Dolinar, Blake, and Streit do not disclose an information provider.

An advertising display server;

Boyd discloses a server 10 but not an advertising display server.

Davis does not disclose an advertising display server.

Dolinar, Blake, and Streit do not disclose a server.

Said ad server, information provider and advertising display server being connected to said communication network;

Boyd, Dolinar, Blake, Davis and Streit do not disclose an ad server, information provider and advertising display server being connected to a communication network. In Davis the network 20 is the Internet.

Said ad server having stored therein, an Internet visitor's IP address, and other visitor-related information, which is forwarded to said information provider;

Boyd discloses a server 10, (but not an ad server) and stores an IP address. "server 10 will store the user identifier, such as the user's name, IP address . ." column 11, lines 16-17.

In Boyd "an Internet visitor's IP address, and other visitor-related information" is <u>not</u> "forwarded to said information provider".

Davis has an advertiser web server 14 but an IP address is not stored therein.

Dolinar, Blake, and Streit do not disclose a server.

Said information provider having stored therein latitude and longitude coordinates of an Internet visitor's geographical location;

Boyd, Dolinar, Blake, Davis and Streit do not disclose an information provider.

Streit discloses a map database 14, which contains information about map routes.

Such map routes in Streit are irrelevant to applicant's invention because they are not "latitude and longitude coordinates of an Internet visitor's geographical location".

said information provider adds said latitude and longitude coordinates of said visitor to ad impression data, and said Internet visitor's IP address, resulting in enhanced data;

Boyd, Dolinar, Blake, Davis and Streit do not disclose an information provider.

a servlet program on said advertising display server;

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said servlet program receiving said enhanced data including ad impressions, IP addresses of internet visitors and geographical data including locations of IP addresses of said internet visitors;

Boyd, Dolinar, Blake, Davis and Streit do not disclose a servlet program.

_said servelet program separating said enhanced data into site-specific data and advertiser-specific data;

Boyd, Dolinar, Blake, Davis and Streit do not separate "enhanced data into site-specific data and advertiser-specific data".

Said advertising display server having stored in two caches, data subsets separated from data collected from said ad server and said information provider, a first of said caches having stored therein a per-advertiser data subset, a second of said caches having stored therein a per-site data subset;

Boyd, Dolinar, Blake, Davis and Streit do not disclose an advertising display server having two caches.

Blake discloses a 1st level cache and a 2nd level cache in a buffer-backing store cluster, with several such clusters (0-n) attached to a shared memory bus (216). Blake does not have "data subsets separated from data collected from said ad server and said information provider".

said advertising display server having stored therein a site-viewpoint program and an advertiser-viewpoint program;

Boyd, Dolinar, Blake, Davis and Streit do not disclose a site-viewpoint program and an advertiser-viewpoint program.

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said advertiser data subset being fed from said first cache to the advertiser-viewpoint program in response to a request from an advertiser administrator;

Boyd, Dolinar, Blake, and Streit do not disclose anything that responds to a request from an advertiser administrator.
Davis has an administrator.

said site data subset being fed from said second cache to said site-viewpoint program in response to a request from a site administrator;

Boyd, Dolinar, Blake, and Streit do not disclose anything that responds "to a request from a site administrator".
Davis has an administrator.

said advertiser-viewpoint program and said site-viewpoint program processing a respective data subset to display in real-time on a private web page indicia on a map, said indicia being plotted on the map at respective geographical locations of said IP addresses of Internet visitors.

Since neither Boyd, Dolinar, Blake, Davis nor Streit disclose a site-viewpoint program and an advertiser-viewpoint program, they are incapable of " processing a respective data subset to display in real-time on a private web page indicia on a map, said indicia being plotted on the map at respective geographical locations of said IP addresses of Internet visitors ".

Streit discloses a navigation system that determines a map route from a plurality of measured points, which correspond to the geographical location of a vehicle. It does not plot "on the map at respective geographical locations of said IP addresses of Internet visitors". It plots on a map respective geographical (GPS) locations of vehicles.

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8. A method of processing information by computer over the Internet comprising steps of:

A. Storing collected data including running totals of performance data, which data includes the price paid by an advertiser for an ad impression;

Neither Boyd, Dolinar, Blake, Davis, Webtrends article nor Streit disclose data, which "includes the price paid by an advertiser for an ad impression".

B. Separating said collected data, in real time, into two data subsets, a per-advertiser data subset, and a per-site data subset; and

Neither Boyd, Dolinar, Blake, Davis, Webtrends article nor Streit separate data "into two data subsets, a per-advertiser data subset, and a per-site data subset".

C. Transferring a data subset via a server to a site-viewpoint program or an advertiser-viewpoint program, which programs process a data subset to display, in real-time on a computer screen, a price histogram of the number of ads served during a selected time interval, at a given price.

Neither Boyd, Dolinar, Blake, Davis, Webtrends article nor Streit have a "a site-viewpoint program or an advertiser-viewpoint program". Neither Boyd, Dolinar, Blake, Davis, Webtrends article nor Streit had any notion of price histograms.

13. For use on an Internet private web page accessible to a user, a method comprising steps of:

A. Receiving over the Internet user-specific data related to visitors of Internet web sites upon which ads have been placed on a public web page accessible to Internet Web page visitors, said ads having been placed in accordance with an ad campaign strategy of an advertiser;

Said user-specific data consisting of ad impressions, IP addresses of Internet visitors and geographical data including locations of said IP addresses of said Internet visitors; and,

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Boyd discloses a server 10 that stores an IP address. "server 10 will store the user identifier, such as the user's name, IP address . ." column 11, lines 16-17. No use is made of it other than storing the IP address as part of "a 'hit' of raw traffic data 11" column 5, lines 26-27.

Dolinar, Blake, Davis and Streit do not disclose data including an IP address.

B. Plotting in real-time indicia representing ad impressions for a site included in said user-specific data on a map on said private web page, said indicia being plotted at respective geographical locations of said IP addresses of said Internet visitors.

Neither Boyd, Dolinar, Blake, Davis nor Streit are capable of plotting indicia on a map, "at respective geographical locations of said IP addresses of said Internet visitors".

Streit discloses a navigation system that determines a map route from a plurality of measured points, which correspond to the geographical location of a vehicle. It does not plot on the map "at respective geographical locations of said IP addresses of Internet visitors". It plots on a map respective geographical locations of a single moving vehicle.

16. A method comprising steps of:

A. Receiving over the Internet enhanced data related to visitors of Internet web sites upon which ads have been placed on a public web page accessible to Internet visitors, said ads having been placed in accordance with an ad campaign strategy of an advertiser;

Said enhanced data consisting of ad impressions, IP addresses of Internet visitors and geographical data including locations of IP addresses of said Internet visitors;

Neither Boyd, Dolinar, Blake, Davis nor Streit have "enhanced data".

B. Separating user-specific data from said enhanced data; and,

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Neither Boyd, Dolinar, Blake, Davis nor Streit separate "user-specific data from said enhanced data".

C. Transferring said user-specific data and a user-viewpoint program to a private web page accessible to said user;

Neither Boyd, Dolinar, Blake, Davis nor Streit have a "a user-viewpoint program".

Said user-viewpoint program plotting in real-time indicia representing ad impressions for a site included in said user-specific data on a map on said private web page, said indicia being plotted at respective geographical locations of said IP addresses of said Internet visitors.

Neither Boyd, Dolinar, Blake, Davis nor Streit are capable of plotting indicia on a map, "at respective geographical locations of said IP addresses of said Internet visitors".

Streit discloses a navigation system that determines a map route from a plurality of measured points, which correspond to the geographical location of a vehicle. It does not plot on the map "at respective geographical locations of said IP addresses of Internet visitors". It plots on a map respective geographical locations of a moving vehicle.

Applicant's invention is a combination and the crucial suggestion or motivation criterion in determining obviousness must be considered. Neither <u>Boyd</u> nor <u>Dolinar</u> nor <u>Blake</u> nor <u>Davis</u> nor <u>Webtrends</u> article contain anything to suggest the desirability of applicant's claimed combination or any motivation to modify the method of <u>Boyd</u> to effectuate a method of displaying, in real-time on a web page, information about visitors to web pages on the Internet, for the purpose of monitoring, in real-time, the geographical distribution of visitors viewing advertisements in cyberspace. In order to satisfy this requirement, the Examiner must show that at least one of the references suggests that it is possible or desirable to modify the applied reference to effectuate a method of displaying, on a web page, information about visitors to web

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pages on the Internet, for the purpose of monitoring, in real-time, the geographical distribution of visitors viewing advertisements in cyberspace.

Should the Examiner have further objections to the claims a telephonic interview with applicant's attorney at (928) 776-8037 is respectfully requested.

In view of the above arguments for patentability, reexamination of claims 2-6, 8-11 and 13-20 pending in this application and allowance thereof is respectfully requested.

Respectfully submitted,

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PO Box 386

Prescott, AZ 86302-0386

Owen L. Lamb, Reg. #20,831

Attorney for applicant

Phone/fax: (928) 776-8037
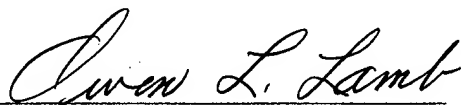

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Owen L. Lamb

Owen L. Lamb, Reg. # 20,831